

Subject Student Attendance Marketing Campaign

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Overview

H.F. 2043 appropriates \$250,000 for a three-year student attendance marketing campaign to raise awareness of the importance of student attendance and the consequences of student absenteeism. Requires the information in the marketing campaign to help families overcome barriers to school attendance. Allows MDE to award one or more grants for this purpose.

Summary

Section	Description
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| 1 | <p>Appropriation; attendance marketing campaign.</p> <p>Appropriates \$250,000 on a one-time basis from the general fund to the Minnesota Department of Education (MDE) for a student attendance marketing campaign. Makes the appropriation available until June 30, 2028. Requires MDE to issue a request for proposals for a three-year marketing campaign. Requires the grant recipients to report on the goals of the campaign, strategies implemented, data demonstrating student outcomes, and a financial summary of how the state grant funds were spent.</p> |
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